

IN THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Claims 1-15 (Canceled).

16. (Currently Amended) ~~The service server according to claim 15,~~ A service server for directly or indirectly communicating with a customer navigation terminal to be carried by a customer entering a facility and having a memory function of information relating to the customer and a communication function with outside, comprising:

a navigation planning unit configured to respond to positional information of the customer in the facility, transmitted from the customer navigation terminal, by planning a customer navigation method to generate customer navigation information in accordance with the customer navigation method:

a transmission unit configured to transmit the customer navigation information to the customer navigation terminal; and

a dynamic price setting unit configured to respond to waiting time information by attractions acquired from the customer navigation terminal to dynamically set a price meeting an expectation function = $((\text{normal price} - \text{set price}) / \text{normal price}) (\text{waiting time} - \alpha)^2$, where α is an optimal waiting time.